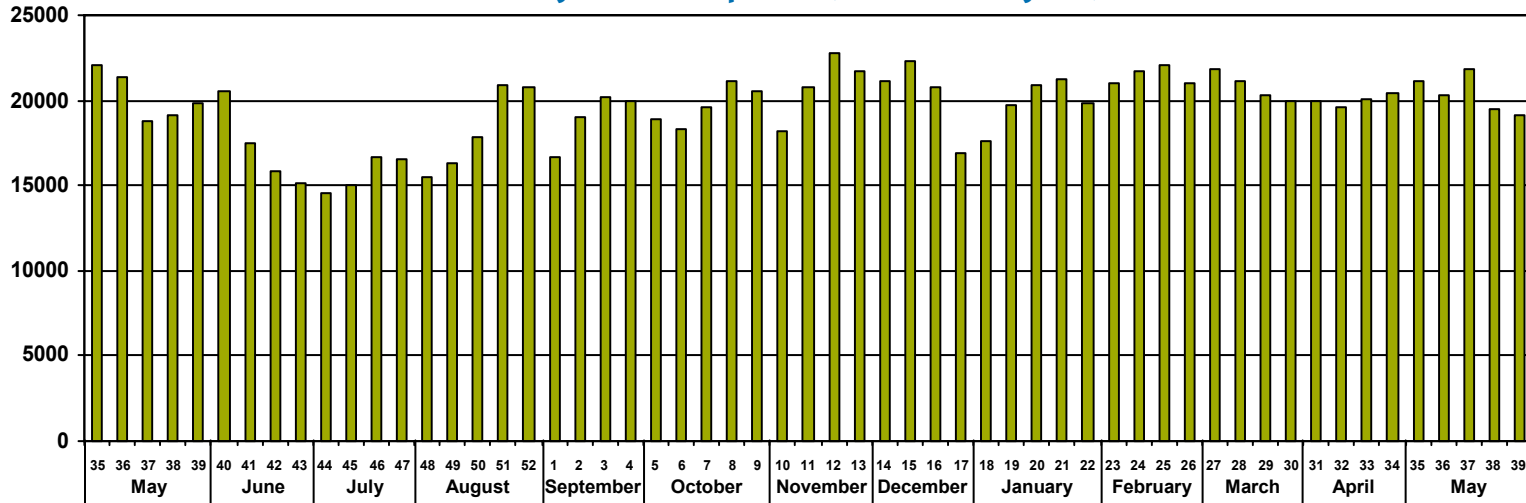


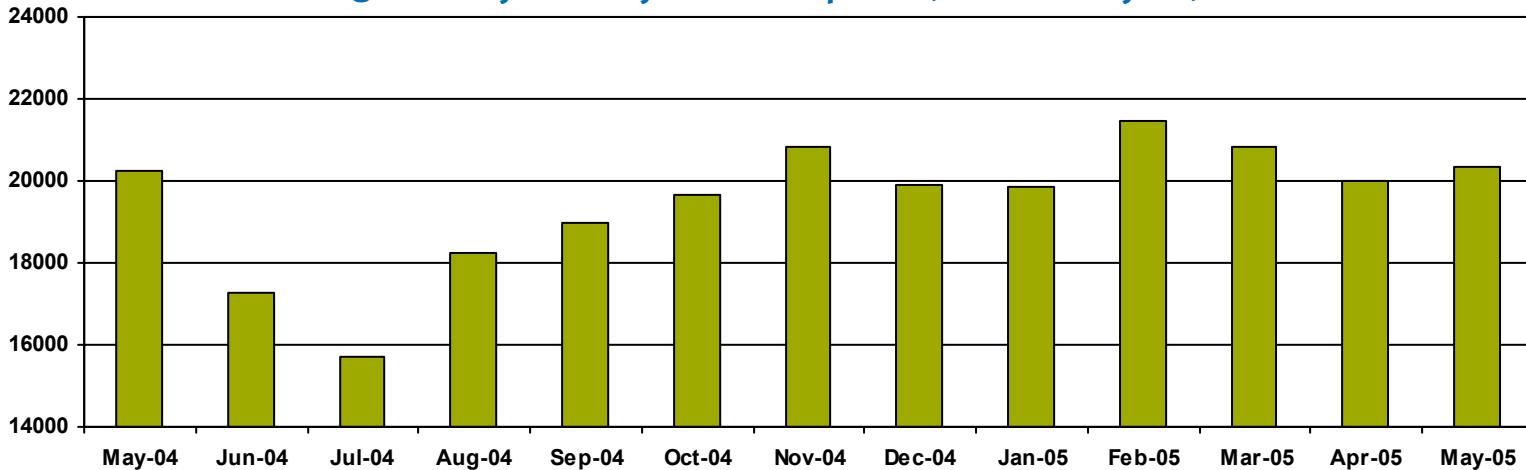
BBM Canada Commercial Television Tracking Service

Toronto Conventional • Adults 25-54

GRP Trend by Week • April 26, 2004 – May 29, 2005



Average Weekly GRPs by month • April 26, 2004 – May 29, 2005



Note: Data based on monitored Toronto Conventional stations 5a-2a (excludes promos and PSAs).
GRPs based on Commercial minute ratings.



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